ONLINE SHOPPING : A PARADIGM SHIFT IN BUYING BEHAVIOUR OF YOUNG CONSUMERS IN HIMACHAL PRADESH

A

SYONPSIS

SUBMITTED TO THE HIMACHAL PRADESH UNIVERSITY SHIMLA IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE DEGREE OF

DOCTOR OF PHILOSOPHY

IN

COMMERCE

(2016)

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INTRODUCTION

Introduction of personal computers and internet changed the way of living of people. At first, internet was only used for communication process; sending out information and gathering information. In 2010, about 550 billion documents can be found on the internet. Those documents are searched by more than 2 billion internet users in 2010 (Reuters, 2010). So it clears that internet is affecting behaviour of people. Internet is considered as important parameters of economic and social life and one of main constructs of the future commercial landscape. In the year 1999-2000 internet boomed and it increased the popularity of online shopping. The concept of online shopping started with the launch of World Wide Web. Online shopping was invented and pioneered by Michael Atdrich in UK 1979. Charls Staks was the first person to create an online book store in 1992. Today due to vast use of internet in India the online shopping is increasing widely (Pandey BB, Barik Pratibha and Soni Vandana, 2015)

CONSUMER BEHAVIOUR

Marketers have noticed that there have been key changes occurring in consumer attitudes. There has been a shift in mind set of consumers towards rising aspiration and changing attitudes of lifestyle, recreation and entertainment expenditures. Market is flooded with an explosion of choices of products with seemingly very little difference between one another, which are often not even perceptible to consumers. This result in confusion to consumers so marketers have realized that success will be based on how effectively they have identified their customers' expectations from products and brand and satisfaction level. These marketers are engaged in gauging the consumer behaviour.

Consumer behaviour is the study of how individuals make decision on how to spend their available resources (time, money, and effort) on very consumption related items. So this definition clears the marketers to revolve every activity around the ultimate consumer and gauge their behaviour deeply. So consumer behaviour is the behaviour displayed by consumers in searching for, purchasing, using, evaluating and disposing of products and services that will satisfy their needs.

CUSTOMERS AND CONSUMERS

Customer refers to someone who regularly purchases from a particular store or a company. The term consumer refers to anyone engaging in any of the activities of evaluating, acquiring, using or disposing of goods and services. Therefore, customer is defined in terms of a specific firm while a consumer is not. Primary attention will be directed towards consumers who are those individuals, who purchase for the purpose of individual or household consumption. So, understanding a relevant markets can help marketers to analyse marketing opportunity. Market itself means – buyers, that is, necessary to understand the buyers around whom all marketing plans are formulated and implemented. In order to meet competition at market place, the marketing managers are using various methods to reach with the consumers. This means that in ever-changing marketing environment, marketers are taking a careful attention to study the buying behaviour of consumers which will give basis for all marketing activities.

E- MARKETING

The exponential growth and proliferation of digital media technologies has revolutionized the global market place and engendered new business models and value proposition including e-commerce (Ahmed et.al 2015; Velasquez et.al 2009). So, e-marketing can be defined as marketing of products and services on electronic media. It is a new tool of marketing in the world. It includes creative use of technologies to create catchy advertisements, forms, e-shop where products can be viewed, promoted and sold. E-marketing includes advertisements, product display, product negotiation, 3-D product view, basket selection, checkout and payment (Hooda Sanjay and Aggarwal Sandeep,2012). Internet marketing, interactive marketing and mobile marketing are all a form of e-marketing. Internet by allowing for direct, ubiquitous link to anyone anywhere in world allows company to build interactive strategies, interactive relations with customers and suppliers, and to deliver new products and service at very low cost (Gosh 1998). So strategy becomes e- strategy when marketers use digital technology for implementing strategy.

7 C's of E-MARKETING

Contract:

The marketers' first goal is to communicate a core promise to target customers of delivering value.

Content:

Content refers to items appears on the website. If this is clear, it increases both; price and transaction.

Construction:

The promise made by e-marketers must be an interactive function which gives consumers a seem less experience. Feature like one click ordering and automated shopping deliver the promise of convenience.

Community:

Through site to user and user to user forms of interactivity, e- marketers can develop a core of dedicated customers who become avid marketers' site too.

Concentration:

Advertisers have known for some time that behavioural targeting is superior to simple demographic targeting. Consumer's past experiences helps advertisers to target an advertisement much more effectively.

Convergence:

The internet will become more wireless video/data/voice appliances will converge, domestic brands, commerce and marketing will become even more global and users can find out more information or order the product right here.

Commerce:

To be successful on the internet, e-marketers will have to do more than reproduce their off line business models online. It is possible for online marketers to be

profitable even at lower sales volume if they exploit efficiencies and synergies with the off line business.

ONLINE SHOPPING BEHAVIOUR

The invention of the internet has created a paradigm shift of the traditional way of people shop. Now a customer can become active at virtually any time and place and purchase products or services. The internet is a new medium at communication and number of internet users is increasing which also signifies that online purchasing is increasing (Jaines, L. J., W.C. and Scheufele A.D., 2003). Online shopping behaviour or internet shopping behaviour refers to the process of purchasing products or services via the internet. In online shopping process, potential customer recognise need for service or merchandise when they go to internet for information relating with that service or merchandise while searching, they are attached by a number of products which are fulfilling their need. Then they evaluate and compare the products and choose the best one. Finally, transaction is conducted and post sales services provided. (Liang and Lai, 2000)

The growing use of internet in India provides a developing prospect for online shopping. Internet has changed the way of consumers shopping and buying and selling goods and services and also has entered into global phenomenon. According to the survey help by industry in ASSOCHAM, e-commerce market in India rise 88% in 2013 to $16 billion. According to the report of IAMAI, June 2014, there were 243 million claimed internet users in India out of which 192 million are active internet users who access internet at least once a month. In urban cities, the penetration of active internet users is nearly 36% whereas in rural village the penetration is 6%. So, if e-marketers know the factor affecting the Indian buying behaviour, their relationship and types of online buyers, they can make strategies to convert their potential customers into active ones. Many companies have started using internet with aim of cost cutting so that they can ahead of their competitors. Companies also use internet to convey information, to communicate, to sell the products, to take feedback of consumers and also to conduct

satisfaction surveys. Customer use the internet not only to buy the product online, but also to compare price, product feature and after sales services facilities.(Tiwari Shekhar Chandra, July 2014)

REVIEW OF LITERATURE

A literature review includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. Literature review act as a guide for new researches and also helps in avoiding the rediscovery of known facts. In present usage of internet is increasing in the country as India occupies 3rd place in usage in Asian countries. By the increasing use of internet, consumer is also focusing on online shopping which has been very popular from last 15 years. Now companies are heavily investing in promotion by internet. So, various studies have been done in this field in India and the overseas and are discussed below:

Bellman, S. Lohse, G.L. & Johnson, E.J. (1999) in the paper "Predictors of online Buying Behaviour" explains that consumers worldwide can shop online 24*7. Some market sectors including insurance, financial service, computer hardware and software, travel, books, music, videos flowers and automobiles are experiencing rapid growth in online sale. Authors explain that web consumers lead a wired lifestyle and they shop online to save time. Paper suggest the implication for designing of online shopping environment as sites should make it convenient to buy or repeat purchase, provide information to make purchase decision and should make the checkout process easy. A global conclusion is that consumers are seem to value the web's time saving over its cost saving. Result shows that the people who spend more money online have a more wired lifestyle and receive more e-mails compared to other internet users.

Miyazaki D. Anthony and Fernandez Ana (2001) in the paper " consumer perception of privacy and security risk for online shopping" finds that government and industry organisations have declared information, privacy and securities are main obstacles in online shopping and also have been identified as issue for both new and experienced users. This paper explores risk perception among consumers and how this

is related with online shopping activity. Findings shows the relationship between consumer and level of internet experience, use of purchasing methods (telephone and mail order shopping) perceived risk and online purchasing activity and consumer welfare are discussed.

Chung w and Paynter J (2002) in their article "privacy issues on the internet" in New Zealand explained that consumers are concerned about privacy issue and it is limiting their use of internet. It is an issue which a company cannot ignore. A website with privacy statement tells the consumer that their privacy right is considered and the success of online business depends on the trust of consumer. So consumer privacy is necessary in order to boost the growth of e-commerce. The author has given solution like legislation, self regulation and technical solution which will protect consumer privacy.

Jarvelainen Jonna (2003) in the paper "The Impact of Prior Online Shopping Experience on Future Purchasing Channel" choice discuss the direct and indirect affect of online shopping experience on selecting and the intention to select the internet as purchasing channel. Theoretical approach is based on technology acceptance model and media appropriateness theory. The data is collected from web survey from 2479 visitors at the website. Prior online shopping experience has a great effect on selecting internet as purchasing channel. They found that both usefulness ease of use and experience have impact on the choice. Preferring conversation with customer personnel has influence on intention and behaviour of customer.

Cheung Christy M K and Lee Mathew K O (2006) have done extensive work on "understanding consumer trust on internet shopping". The main focus of study is to find out variables that engender consumer trust in internet shopping. This paper focused on three trust literatures and tries to find out integrative model of consumer trust. The paper further explained that social psychological perspective guides to include perceived trust worthiness, sociological view suggested including legal framework and third party recognition which are they determinants of consumer trust in internet

marketing. Further, trust transference program, seal of approval program, online shopping community and the like are needed to help engender consumer trust in the risky shopping environment.

Zhou Lina, Dai Liwei and Zhang (2007) in their paper "online shopping acceptance model –a critical survey of consumer factors in online shopping**"** reveals that since 1990 online shopping has taken off as a number of consumers have started purchasing online. The main focus of study was on how to attract and retain consumer's online. In this research authors concluded a extensive studies and findings into a reference model called OSAM (online shopping acceptance model) so as know the consumer acceptance of online shopping. In the model they define different factors which have impact on their behaviour such as demographic factors, internet experience, normative belief, shopping orientation, shopping motivation, personal traits, online experience, psychological perception, and online shopping experience. So in research, consumer factors and their effects on online shopping intention and behaviour have been studied.

Delafrooz Narges, Paim Hj. Laily nad Khatibi Ali (2010) in their paper "students' online shopping behaviour: an empirical study" reveals that the ever increasing use of internet in Malaysia provides a developing prospect for e-marketers. Such marketer's awareness of the factors affecting Malaysian buyers' attitude can further develop their marketing strategies in converting potential consumer into active ones, while maintaining their existent online customers. This paper sets out to examine the factors influencing student's attitude towards online shopping in Malaysia. The findings suggested that utilitarian orientation, convenience, price and wider selection are important determinants of user's attitude toward online shopping. The findings suggested that online retailers need to provide more connivance and competitive price and more variety of products in order to attract more people encouraging them to make a purchase decision.

Rastogi Kumar Ankur (2010) in his studies reveals that consumer buying behaviour in respect of online shopping was studied using different socio economic

variables. Study revealed that online shopping has bright future in India. With the help of internet consumer can buy product anywhere and can also compare them easily. Study explained that ratio of male consumer is very high in online shopping and all the respondents were aware about online shopping. Maximum of consumer found online shopping easy, and can get variety of products with low prices and with various mode of payments.

Lim Mee Yet, Yap Seng Ching and Lau Chai Teck (2010) in their paper **"**online search and buying behaviour: Malaysian experience" examines customer's online search activities, typical products and services purchased online and the type of search mode. Books, airline tickets and hotel room booking are the products and services commonly purchased to safety needs. There is no gender difference in term of frequency of online search and purchase. The data for this study were collected from 200 employees at a private university Malaysia. Survey questionnaires were personally distributed and collected from respective respondents. The study concluded that Malaysian consumers are the medium users of internet and they search by Google and Yahoo!. Popular searching mode for product/service information is company website and they are reluctant to pay for web services. While Malaysian consumers are searching, they have a goal in mind and those who have experience with online purchase wants to purchase again online in future.

Acilar Ali (2011) in his article "Positive Attitudes of Undergraduate Students Towards Online Shopping" found that internet have become an important part of modern societies along with the spread of internet, the acceptance of online shopping has been growing. This study explored that undergraduate students of turkey have more positive attitude towards online shopping. Generally, male students have more positive attitude than female students. There is positive correlation between income level and positive attitude towards online shopping as monthly family income increases, participants have more positive attitude towards online shopping.

Wen Gong, Maddox M Lynda and Stump L Rondey (2012) in their paper "attitude toward online shopping: a comparison of online consumer in China and the

US" revealed that online shoppers become progressively global so the main focus of study was to examine whether the consumer of China and US have the same attitude or not. The article clearly found out that cross national difference exist. China has highest per country usage in the world nearly twice as large as the US. Chinese internet users are less involved in e-tailing activities such as online shopping and payment, compared to their use of internet as a tool for entertainment, communication and information. The study clearly reveals that significant cross national differences exist. Although, Chinese consumers perceive online shopping to be more complex, they exhibit more favourable perceptions about the relative advantages of online shopping are less concerned about the risks associated with online shopping, when compared to their American counterparts. Despite the lower penetration in computer ownership and other disadvantageous local conditions in infrastructure and IT technologies, Chinese consumers are significantly more likely to agree that online shopping is convenient, time saving, offers a wider range of product selection (hard to find items in particular) and is the best way to find bargains. Like the American counterparts, Chinese consumer shop online to save money. Chinese consumers perceive online shopping to be more complicated than American consumers. Poor distribution networks, the lack of an effective online effective online payment mechanism and limited experience with shopping at a distance may all have contributed to the lower perception of ease of use.

Hooda Sanjay and Aggarwal Sandeep (April 2012) in their research paper "consumer behaviour towards e-marketing: a study of Jaipur consumers" finds that e-marketing is rapidly changing the way people do business all over the world. In the business to consumer segment, sales through the web people do business all over the world. In the business to consumer segment, sales through the web have been increasing dramatically over the last few years. The study reveals that e marketing is getting popularity especially in young consumers (18-30 age groups) but it has nothing to do with gender. Youngsters find e-shopping more convenient, time saving and prefer credit cards as the convenient mode of payment. Most of people are hesitant to buy online because of security issue, lack of physical appearance and quality concern. The

study further found out that advertising of web products and services is one of the major issues where companies fail to attract potential consumer attention.

Dahiya Richa (2012) in research paper "impact of demographic factors of consumers online shopping behaviour" a study of consumers in India" finds out though online shopping is very common outside india, its growth in Indian market, which is a large and strategic consumer market, is still not in line with the global market. The potential growth of online shopping has triggers the idea of conducting a study on online shopping in India. study finds out that demographic factors shows that gender impacts frequency of online shopping positively and family size impacts overall spend on on-line shopping. Finally, it is concluded that customer has positive response towards online shopping and this clearly explains that there will be a great growth in online marketing.

Mitra Abhijit (2013) in his paper "E-commerce in India – A review" explained that e - commerce is a paradigm shift from a traditional way of doing business. Geographical distances in forming business relationships is reduced with the growth of technologies and internet economy will grow robustly and e-commerce is playing a very important role as it has accessible to the both large corporations and small companies. Paper found that e-commerce is an integral part of our daily life and providing number of services and goods. Further paper revealed that e – shoppers in India will have good time getting great deals and services online. E commerce in India is also facing problems like payment collection, taxation management, logistic etc. But finally, it is concluded that e commerce is becoming meaningful to India.

Malhotra Meenakshi and Singh Jashandeep (2013) in their article "Factors affecting the Adoption of Online Shopping in Youngsters" revealed that increasing use of internet by young generation provides an emerging prospect for online retailers. If retailers know the factors, they can develop their marketing strategies to convert potential customers into active ones. In this study it is discovered that perceived risk, perceived benefits, perceived trust and perceived ease of use are the four factors which

influences the young consumers. Online consumers are still lack confidence in using internet as shopping channel as they are still concerned with privacy and trust.

Vegiayan Devi Kala, Ming Wei Chee and Harun Lufti Muhammad (2013) in their paper “online shopping and customer satisfaction in Malaysia” found that business is coming up with creative ways to promote their products via online. Thus, it describes that modern market is replacing traditional market as internet has strongly impact upon marketing. Success of online business depends only on satisfaction of customers. Study shows that purchase quality has the highest relationship as well as highest influence towards the customer’s satisfaction. Further, study describes that retailer should offer variety of products to the customer rather than selling one or two items. Post purchase quality seems to have the lowest relationship and lowest influences towards customers can have inquiries so retailers should create a comprehensive FAQ (frequently asked questions) page and if they have further enquiries then they should provide proper e-mail address and contracts. Retailers should make sure that, it is always easy for customer to reach them. This all make them feel that they are important customers of the retailer.

Goswami Adrita, Baruah Pallavi and Borah Sarat (May 2013) in their paper "customer satisfaction towards online shopping with special reference to teenage group of Jorhat town" find out that internet marketing is a modern way of marketing product or service to the targeted market around the world. The study observed that most of the customers are satisfied with online shopping. Study further concludes that online marketer should give more importance on price factor and after sales factor. In the era of competition, all the online marketer should have to concentrate on consumer satisfaction so as to retain existing and can attract the new customers.

Rengasamy Natrajan Balamurugan, Mahendran Satish and Royalu Sivasubramanian Sathyanarayanan (2013) in the paper “consumer behaviour towards online shopping: A study with reference to Coimbatore city” attempted to study different consumer variables that influence consumer’s intention to buy online

and to understand the consumer satisfaction level of online purchase. Study confirms that perceived risk, ease of use and product attribute of online shopping has a major influence on consumer's intention to buy. Retailers can reduce risk by giving money back guarantee, offering quality merchandise, secured online transaction and improved customer service. They can also use cash on delivery to reduce risk. Retailers should focus on aspects like delivery of right products, safety of transactions, packing etc. which in turn will improve web traffic to an online retail store. It is important to provide adequate information facility to compare which helps a consumer to make a better choice. Better customer services in term of quick response to customer queries, better handling of customer complaints would improve online shopping.

Sharma Vishnoi Nidhi and Khattri Varsha (2013) in their paper study of "online shopping behaviour and its impact on online deal websites" find out that market place is fast turning into e-market place. From needle to ship, everything is being sold and bought on the internet. With the advent of internet and e-commerce, a variety of new business models are coming into picture with innovative techniques to sell their goods and services. Offering "deals" and "lucrative discounts" is one such a glamorous trend. Here authors have tried to find out the factors influencing the purchase deals and discount coupons from online deal websites and also tried to study the preference towards mode of payment and consumers' trust while shopping. A sample of respondent was administered an e-questionnaire and their responses were evaluated using statistical tool and technique. This paper, thus, identifies that prospects quiet like to buy deals and discount coupons and marketers should put their focus on increasing awareness about availability of goods and services and building a feedback mechanism. Trust on security will lead to repeat purchase. To study the trust factor, authors further studied the mode of payment preferred by consumers. The most preferred mode of payment is bank transfer in case they have trust on site. The next preferred mode is credit/debit card and least preferred is cash on delivery.

Malviya Surendra and Sawant Chetna (2014) in their paper "Perception of Youth Towards Online Shopping" found that perception of youth is changing towards

online shopping. Because purchasing is just away of one click ad they rely on ticketing, booking and shopping. They include the students of Indore and the main focus of the study is to find out the determinants related to youth perception towards online shopping. And this study find out six factors that is web portal quality, web portal ease of use, security and other policy, clear payment and delivery, pre and post sales services, trust on web portal. All the six factors have impact on youth perception.

Pawar shivaji Sarika, More Khashaba Dinkar and Bhola Shankar Sarang (2014) in their study "online buying behaviour of college students" attempted to find that the factors influencing online buyers as well as these factors which affect non buyers for that to shop online. The paper segmented the market on the basis of gender and finds that ease of shopping is the most important factors that influence buyers to shop online where as post purchase risk is the factor that influence non buyers not to shop online. Result revealed that there is significant association between gender and goods purchased online and no significant association between gender and spending on online shopping.

Constantinides Efthymies (2014) in his paper "influencing online consumer behaviour: the web experience" explained that external factors affecting consumer behaviour are similar for both types of consumer that is traditional and online consumers. In case of traditional consumers 4 P's of marketing mix are considered as the main controllable tools and in case of online consumer functionality of websites, psychological elements and content elements including aesthetic aspects are the main controllable tools. So the main focus of the author in the article was to identify the similarities and differences between the traditional and virtual consumer.

Ioanas Elisabeta and Stoica Ivona (2014) in their article "Social media and its impact on consumer behavior" found that technology gives consumer the power to investigate products to label them and criticize them in equal measure and more. Therefore many companies today have pages on social networks to complement the information held about the products, held by the feedback of consumers about products

and tend to relate more to a company after reading various reviews. Further paper concluded that social networks have a role in influencing the behaviour of consumers in the virtual environment, particularly when the degree of exposure of message and the relation created between the variety of information given and the consumer who is about to make a purchase. In company's point of view, by improving the details of the product or by developing the concept of total product, the company strengthens the relationship between potential buyers who constantly follow social networks. It is further stated that there is an imbalance between respondents from rural and urban areas.

Gratauits Rimantas, kazakeviciute Asta and Taruits Mantas (2014) in their article "controllable factors impact on consumer online behaviour" finds that adoption and diffusion of information and communication technologies (ICT) between an enterprise and consumers continue to grow. ICT brings new opportunities for enterprises and intensifies competition between companies giving wider choice for online consumers. The paper focused on controllable factors and reveals that sales in a virtual environment significantly differ from sales in traditional environment and it depends on various environmental factors impacting consumer behaviour (psychological, cultural, social, situational, personal or marketing). From the point of the company controllable factors attract most of the attention as these could be impacted.

Pandey B.B., Barik Pratibha and Soni Vandana (2015) in the article "online shopping catching up fast with the trend- Chhattisgarh" context defines that in India, internet penetration is catching up with the trend as of easy payment of modes, vast use of internet and growing technology. At present the new business models are focusing on e-retailing and providing services to e-customers. In the busy life consumers feel more convenient to buy online rather than to go to traditional market. It increases the online shopping. As in a single click shoppers can buy any product online within a minute. It is not rapidly increasing in India but also in Chhattisgarh state. The main focus of research is to know the catching up trend of e- shopping on e-consumer both

male and female. The study is done in three districts Rajnandgaon, Raipur and Bilaspur. Overall this study seeks to provide the prolific prospect for online shopping in Chhattisgarh. The study reveals that time, cost, discount, offers, variety of products , home delivery and mouth publicity are main features of online shopping which attracts consumers. It is also find out that males are more ahead in shopping as compare to females. All development in e-shopping is because of updated technology. Though, according to times of India, India is the third largest internet user in the world. But in rural area of Chhattisgarh due to limited knowledge of internet and poor connection it is not possible to connect with online shopping. Recently, The Government of India decided to connect every village with broad band interconnection and the telecommunication companies are also working to reach for the remote areas so Chhattisgarh will also rapid advanced sector for telecommunication.

Dayal Smita (Jan, 2016) in the paper an analysis of the social media influence on the online buying behavior of Indian Consumers attempts to capture the impact of social media on buying behaviour of Indian customers. The study is based on secondary data and reveals that there are three areas whereby social media is applying. Two of these areas focus on enhancing existing business processes, while third category attempts to re-invent a certain space within the industry together. Social marketing is using various tactics, tools, media and technology across all components of marketing mix. Social CRM (customer relation management) includes simultaneous interactions and conversations with customers and in order to improve business processes, targeting, retaining, acquiring, understanding, listening to and collaborating with customers are important. And lastly, social networks have created a space for new services that is slowly being filled by small sized entrepreneurial companies. Social media thus implies a fundamental shift in the way firms interact with prospects, customers, employees and other stakeholders.

Lissitsa Sabina and Kol Ofrit (July, 2016) in the paper "Generation X vs. Generation Y – A decade of online shopping" explained that study is based on annual social survey in Israel. Generational Cohort Theory was used to examine the trends of

internet shopping and online purchasing behaviour among generation X and generation Y in the past decade. Study finds out that, the rate of internet access and online purchasing increased continuously in both generations. Authors used Generational Cohort Theory as segmenting tool. Rate of internet access was higher in generation Y and the percentage of those who bought electrical appliance, furniture or vacation online was higher in generation X. study revealed that Generation Y is more attractive population for businesses due to its hedonism, extravagance and great connectivity but it is also important to focus on Generation X as they buys more due to high income and more free time.

RESEARCH GAP

After going through the literature in India and outside, it helped in finding out the research gap which helped in framing needs, scope and objectives of present study. It has been observed that substantial work has been done on online consumer behaviour, but such work has to be researched in the light of emerging challenges. No studies have been confined to assess online shopping behaviour of consumers of Himachal Pradesh. There exists a research gap among various studies available so far. Therefore, the present study has been undertaken on online shopping behaviour of consumer of Himachal Pradesh.

RESEARCH DESIGN

Research design includes how data is to be collected and what instruments will be employed for analysing the data. So, research design is the arrangement of conditions for collection and analysis of data in a manner that significant results are to be found out.

NEED OF THE STUDY

Today, businesses around the world recognise the fact that “the consumer is the king of market”. And consumer behaviour helps the firm to know how to please “the king”. Without consumer satisfaction, organisations cannot grow. That is why basic

concept of marketing which was just to sell the product has been replaced by the customer satisfaction. Organisations are continuously trying to capture market and to reach with consumers by using different means of communication. With rapid change in technology, organisations found an interactive way of communicating with each other and with consumers through internet. So, e-marketers have added 2 additional P's that is partner and people.

As pointed out in literature, there is general feeling that businesses are coming up with e-marketing strategies as internet has long impact on marketing. With reference to India, it has a long way to go in online marketing as India occupies 2nd position in using internet world wide. This also paves way toward online shopping. Consumers especially students have positive attitude towards online shopping as they adopts new changes easily.

Online shopping consumer behaviour which helps in grabbing eyeball of money helps in identifying and understanding the factors that influence the consumer intention to buy through online and also helpful in creating strategies which derive the consumers to buy online. So, impact of these factors on behaviour of youth consumers still needed to be harnessed. Hence, a lot of work has been done in this regard but there exists a research gap too as no work has been done in context of Himachal Pradesh. Study will help in fulfilling these gaps which is beneficial not only for consumers to buy online but also for marketers in creating strategies which will help in deriving the consumer to buy online So, proposed study would focus how far these variables are relevant and how much they influence consumer's intention to buy online.

STATEMENT OF THE PROBLEM

The basic problem undertaken for the examination in the study is to check the behaviour of customer towards online shopping in Himachal Pradesh. Hence, the statement of the problem is titled as online shopping : A paradigm shift in buying behaviour of young consumers in Himachal Pradesh.

OBJECTIVES OF THE STUDY

1. To study the awareness of e-marketing among consumers.
2. To identify the factors influencing online buying behaviour of consumers.
3. To study the impact of various medias on online shopping.
4. To study the factors influencing the consumer to switch from offline to online buying and vice-versa.

HYPOTHESES

Following hypotheses are laid down for the study:

H01 Demographic profile of consumers and their awareness regarding online shopping are not associated.

H02 Social media users have no impact on framing a favourable opinion for online advertisement.

H03 Data privacy, ease of comparison and feedback availability has no impact on online shopping.

H04 Consumers reviews and service information regarding product or service are not associated with online shopping.

SCOPE OF THE STUDY

The proposed study is wide; hence the scope of the study is limited to Himachal Pradesh. Consequently, study undertaken will include consumer behaviour towards online shopping in Himachal Pradesh. The time period for the study will be restricted to five years. Moreover, to study the behaviour of young consumers various factors which have impact on behaviour would be studied. To carry out research work, area of study will confined to three districts of Himachal Pradesh viz. Shimla, Solan and kangra. These districts will be selected because of maximum number of educational institutions are there. From these institutions, young consumers having different demographic profile will be contacted.

RERSEACH METHODOLOGY

DATA COLLECTION

To accomplish the objective of the study both primary and secondary data will be used. Primary data will be collected from consumers of H.P. by using the questionnaire method and direct personal interview method. The questions in questionnaire will be multiple choice questions and forced answers. In some of questions, factor analysis will be used to rate the answers. Researcher will also use the direct personal interview method to know the response of customers.

Secondary data will be collected from various survey conducted by internet and mobile association of India, various journals of online marketing, existing literature, and newspapers etc.

SAMPLE DESIGN

Multistage sampling will be used to acquire the relevant information from the respondents. In the first stage, three districts of Himachal Pradesh will be taken keeping in view the concentration of maximum education institutions in these districts.

In second stage, from each district one government and private university, one government and private college and one government and Senior secondary School would be taken.

In third stage, 40 students will be contacted keeping in view different demographic profile by using judgment sampling. Thus it would make sample of 720 respondents.

Districts	**Universities**		**Colleges**		**Senior Secondary Schools**		**Total**
	1 Government	1 Private	1 Government	1 Private	1 Government	1 Private	
Shimla	40	40	40	40	40	40	**240**
Solan	40	40	40	40	40	40	**240**
Kangra	40	40	40	40	40	40	**240**
Total	**120**	**120**	**120**	**120**	**120**	**120**	**720**

ANALYSIS AND INTERPRETATION

For analysis and interpretation of data, various mathematical and statistical tools will be used. Data will be arranged through coding and tabulation according to the requirement of analysis. Various tools like percentage, mean, correlation, chi-square (as a test of goodness of fit), factor analysis and ANNOVA shall be used for analysis and interpretation.

TENTATIVE CHAPTERIZATION

1. Introduction
2. Review of literature
3. Research design
4. Demographic profile and awareness amongst consumer towards online shopping.
5. Impact of demographic factors on awareness
6. Factors influencing online shopping behaviour of customer.
7. Summary, conclusion and suggestions.

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